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**UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN FRANCISCO DIVISION**

**IN RE JUUL LABS, INC., MARKETING,  
SALES PRACTICES, AND PRODUCTS  
LIABILITY LITIGATION**

Case No. 3:19-md-02913-WHO

## **Honorable William H. Orrick**

### This Document Relates to:

## **JURY TRIAL DEMANDED**

Z.W., a minor by and with his parent and natural  
guardian, ANGELA WILLIAMSON

**Plaintiff.**

V.

JUUL LABS, INC., et al.

## **JURY TRIAL DEMANDED**

**SHORT-FORM COMPLAINT AND DEMAND FOR JURY TRIAL  
(PERSONAL INJURY)**

The Plaintiff named below files this *Short-Form Complaint and Demand for Jury Trial* against Defendants named below by and through the undersigned counsel. Plaintiff incorporates by reference the allegations contained in *Plaintiffs' Consolidated Master Complaint (Personal Injury)*, in *In re Juul Labs, Inc., Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 2913 in the

United States District Court for the Northern District of California. Plaintiff files this *Short-Form Complaint* as permitted by Case Management Order No. 7 of this Court.

Plaintiff selects and indicates by checking-off where requested, the Parties and Causes of Actions specific to this case.

Plaintiff, by and through their undersigned counsel, alleges as follows:

**I. DESIGNATED FORUM**<sup>1</sup>

1. Identify the Federal District Court in which the Plaintiff would have filed in the absence of direct filing:

United States District Court for the Northern District of Alabama  
 ("Transferee District Court").

**II. IDENTIFICATION OF PARTIES**

**A. PLAINTIFF**

2. *Injured Plaintiff*: Name of the individual injured due to use of JUUL products:  
 Z.W., a minor.  
 ("Plaintiff").
3. At the time of the filing of this *Short-Form Complaint*, Plaintiff resides at:  
 Pinson, Alabama.

**B. DEFENDANTS**

4. Plaintiff names the following Defendants in this action

- JUUL LABS, INC., previously d/b/a as PAX LABS, INC. and PLOOM INC.;<sup>2</sup>
- ALTRIA GROUP, INC.;<sup>3</sup>
- PHILIP MORRIS USA, INC.;<sup>4</sup>

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<sup>1</sup> See Case Management Order No. 3, at II(C) (ECF No. 309).

<sup>2</sup> Delaware corporation, with its principal place of business in San Francisco, California.

<sup>3</sup> Virginia corporation, with its principal place of business in Richmond, Virginia.

<sup>4</sup> Virginia corporation with its principal place of business in Richmond, Virginia.

- 1                    ALTRIA CLIENT SERVICES LLC;<sup>5</sup>  
2                    ALTRIA GROUP DISTRIBUTION COMPANY;<sup>6</sup>  
3                    ALTRIA ENTERPRISES LLC;<sup>7</sup>

4                   **THE MANAGEMENT DEFENDANTS**

- 5                    JAMES MONSEES;<sup>8</sup>  
6                    ADAM BOWEN;<sup>9</sup>  
7                    NICHOLAS PRITZKER;<sup>10</sup>  
8                    HOYOUNG HUH;<sup>11</sup>  
9                    RIAZ VALANI;<sup>12</sup>

11                  **THE E-LIQUID MANUFACTURING DEFENDANTS**

- 12                   MOTHER MURPHY'S LABS, INC.;<sup>13</sup>  
13                   ALTERNATIVE INGREDIENTS, INC.;<sup>14</sup>  
14                   TOBACCO TECHNOLOGY, INC.;<sup>15</sup>  
15                   eLIQUITECH, INC.;<sup>16</sup>

17                  **THE DISTRIBUTOR DEFENDANTS**

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18                  <sup>5</sup> Virginia limited liability company with its principal place of business in Richmond, Virginia.

19                  <sup>6</sup> Virginia corporation with its principal place of business in Richmond, Virginia.

20                  <sup>7</sup> Virginia limited liability company with its principal place of business in Richmond, Virginia.

21                  <sup>8</sup> A resident of California.

22                  <sup>9</sup> A resident of California.

23                  <sup>10</sup> A resident of California.

24                  <sup>11</sup> A resident of California.

25                  <sup>12</sup> A resident of California.

26                  <sup>13</sup> North Carolina corporation, with a principal place of business in North Carolina.

27                  <sup>14</sup> North Carolina corporation, with a principal place of business in North Carolina.

28                  <sup>15</sup> Maryland corporation, with a principal place of business in Maryland.

<sup>16</sup> Maryland corporation, with a principal place of business in Maryland.

- 1                    MCLANE COMPANY, INC.;<sup>17</sup>  
2                    EBY-BROWN COMPANY, LLC;<sup>18</sup>  
3                    CORE-MARK HOLDING COMPANY, INC.;<sup>19</sup>

4                   **THE RETAILER DEFENDANTS**

- 5                    CHEVRON CORPORATION;<sup>20</sup>  
6                    CIRCLE K STORES INC.;<sup>21</sup>  
7                    SPEEDWAY LLC;<sup>22</sup>  
8                    7-ELEVEN, INC.;<sup>23</sup>  
9                    WALMART;<sup>24</sup>  
10                   WALGREENS BOOTS ALLIANCE, INC.<sup>25</sup>

12                  C.     **PRODUCT USE**

- 13                  5. Plaintiff used JUUL during the time period including from January 2016 to present  
14                  and that use caused and or substantially contributed to his injury.

15                  D.     **PHYSICAL INJURY**<sup>26</sup>

17                  

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<sup>17</sup> Texas corporation with a principal place of business in Texas.

18                  <sup>18</sup> Delaware limited liability company with a principal place of business in Illinois.

19                  <sup>19</sup> Delaware corporation. From 2015-2018, principal place of business California; as of 2019, principal place  
20                  of business Texas.

21                  <sup>20</sup> Delaware corporation with a principal place of business in California.

22                  <sup>21</sup> Texas corporation with a principal place of business in Arizona.

23                  <sup>22</sup> Delaware corporation with a principal place of business in Ohio.

24                  <sup>23</sup> Texas corporation with a principal place of business in Texas.

25                  <sup>24</sup> Delaware corporation with a principal place of business in Arkansas.

26                  <sup>25</sup> Delaware corporation with a principal place of business in Illinois.

27                  <sup>26</sup> Plaintiff must check-off all physical injuries allegedly caused by Plaintiff's use of JUUL. Plaintiff is not  
28                  required to plead here emotional or psychological injuries, or all manifestations of the physical injury alleged  
                      which will be inquired into as part of the Plaintiff's Fact Sheet ("PFS"). This *Short-Form Complaint* assumes  
                      that emotional and psychological damages are asserted by the Plaintiff.

1       6. The Plaintiff experienced the following physical condition, injury or illness alleged to  
2       have been caused and or contributed to as a substantial factor by JUUL:

3            ADDICTION

4            NICOTINE POISONING

5            BEHAVIORAL ISSUES/MENTAL HEALTH (check all that apply):

6               ANGER/OUTBURSTS

7               MOOD SWINGS

8               IRRITABILITY

9               SUICIDAL THOUGHTS

10              SUICIDAL ATTEMPTS

11              DEATH BY SUICIDE

12              OTHER (specify): DEPRESSION and  
13             ANXIOUSNESS \_\_\_\_\_

14            COGNITIVE ISSUES (check all that apply):

15               ATTENTION DEFICIT DISORDER

16               LEARNING IMPAIRMENTS

17               LACK OF CONCENTRATION

18               TROUBLE SLEEPING

19               OTHER (specify):\_\_\_\_\_

20            CARDIOVASCULAR (check all that apply):

21               HEART ATTACK

22               OTHER CARDIOVASCULAR DIAGNOSIS (specify):

23            NEUROLOGIC (check all that apply):

24               SEIZURES

25               STROKE

26            RESPIRATORY/LUNG (check all that apply):

27               ACUTE EOSINOPHILIC PNEUMONIA/PULMONARY  
28              EOSINOPHILIA

ACUTE INTERSTITIAL PNEUMONITIS OR ACUTE PNEUMONIA

ACUTE RESPIRATORY DISTRESS SYNDROME (ARDS)

- 1                    ASTHMA  
 2                    BRONCHITIS  
 3                    CHRONIC LUNG PROBLEMS  
 4                    CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)  
 5                    E-CIGARETTE, OR VAPING, PRODUCT USE ASSOCIATED LUNG  
                     INJURY (EVALI)  
 6                    ESPHYSEMA  
 7                    LIPOID PNEUMONIA  
 8                    LUNG TRANSPLANT  
 9                    OTHER SPECIFIED INTERSTITIAL PULMONARY DISEASE  
 10                   PNEUMONIA (any type) (specify): \_\_\_\_\_  
 11                   POPCORN LUNG/BRONCHIOLITIS OBLITERANS  
 12                   DEATH  
 13                   OTHER PERSONAL INJURIES (specify):

14 Plaintiff's nicotine addiction from JUUL permanently injured and altered his  
 15 developing brain. In addition to her severe nicotine addiction and breathing  
 16 problems, Plaintiff has suffered harm through exposure to toxic substances,  
 17 which may cause or contribute to causing disease and future health problems.  
 Plaintiff additionally has suffered from conflict in his personal relationships and  
 with her family as a result of her JUUL use.

- 18                  7. The physical condition, injury or illness alleged in paragraph 6 occurred on or about:  
 19                   March of 2017, and continued thereafter.

20 **V. CAUSES OF ACTION ASSERTED**

21                  8. The following Causes of Action asserted in the *Plaintiffs' Consolidated Master*  
 22 *Complaint (Personal Injury)*, and the allegations with regard thereto in the *Plaintiffs' Consolidated*  
 23 *Master Complaint (Personal Injury)*, are adopted in this *Short Form Complaint* by reference:

Check if Applicable	Cause of Action Number	Cause of Action
<input checked="" type="checkbox"/>	I	STRICT LIABILITY - DESIGN DEFECT

Check if Applicable	Cause of Action Number	Cause of Action
<input checked="" type="checkbox"/>	II	STRICT LIABILITY - FAILURE TO WARN
<input checked="" type="checkbox"/>	III	STRICT LIABILITY - MANUFACTURING DEFECT
<input checked="" type="checkbox"/>	IV	PRODUCTS LIABILITY - NEGLIGENT DESIGN
<input checked="" type="checkbox"/>	V	PRODUCTS LIABILITY -NEGLIGENT FAILURE TO WARN
<input checked="" type="checkbox"/>	VI	PRODUCTS LIABILITY – NEGLIGENT MANUFACTURING
<input checked="" type="checkbox"/>	VII	NEGLIGENCE AND/OR GROSS NEGLIGENCE
<input checked="" type="checkbox"/>	VIII	NEGLIGENT FAILURE TO RECALL/ RETROFIT
<input checked="" type="checkbox"/>	IX	NEGLIGENT MISREPRESENTATION
<input checked="" type="checkbox"/>	X	FRAUD
<input checked="" type="checkbox"/>	XI	FRAUDULENT CONCEALMENT
<input checked="" type="checkbox"/>	XII	CONSPIRACY TO COMMIT FRAUD
<input checked="" type="checkbox"/>	XIII	UNJUST ENRICHMENT
<input checked="" type="checkbox"/>	XIV	VIOLATION OF DECEPTIVE TRADE PRACTICES ACT: Violation of Ala. Stat. §8-19-1 et seq.
<input checked="" type="checkbox"/>	XV	BREACH OF EXPRESS WARRANTY
<input checked="" type="checkbox"/>	XVI	BREACH OF AN IMPLIED WARRANTY OF MERCHANTABILITY
<input type="checkbox"/>	XVII	WRONGFUL DEATH
<input type="checkbox"/>	XVIII	SURVIVAL ACTION
<input type="checkbox"/>	XIX	LOSS OF CONSORTIUM

1           **VI. ADDITIONAL CAUSES OF ACTION**

2           9. Plaintiff asserts the following additional theories against the Defendants designated in  
3 paragraph 4 above:

4           Plaintiff reserves the right to seek leave to amend this Complaint as facts and evidence are  
5 discovered, pursuant to the Federal Rules of Civil Procedure.

6           **WHEREFORE**, Plaintiff prays for relief and judgment against Defendants for  
7 compensatory, treble, and punitive damages, medical monitoring to diagnose JUUL induced injuries  
8 at an earlier date to allow for timely treatment and prevention of exacerbation of injuries, together  
9 with interest, costs of suit, attorneys' fees, and all such other relief as the Court deems proper, and  
10 such further relief as the Court deems equitable and just, and as set forth in the *Plaintiffs'*  
11 *Consolidated Master Complaint (Personal Injury)*.

12           **JURY DEMAND**

13           Plaintiff hereby demands a trial by jury as to all claims in this action.

14           Dated: April 23, 2021

15           */s/ Christopher G Paulos*  
16           Christopher G. Paulos (CA Bar #272750)  
17           Matt Schultz (*Pro Hac Vice*)  
18           Neil E. McWilliams, Jr. (*Pro Hac Vice*)  
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28           (Attorneys for Plaintiff)